

What is claimed is:

- 1           1.    A method comprising:  
2               electronically enabling people who belong to an  
3               enterprise to define a goal that is related to managing a  
4               relationship with a customer of the enterprise;  
5               providing a graphical user interface that enables the  
6               people to cooperate to make complex decisions that will  
7               advance the achievement of the goal; and  
8               providing features in the interface that enable the  
9               people to make the complex decisions in a manner that  
10              inherently and continually improves their ability to make  
11              subsequent complex decisions.
- 1           2.    The method of claim 1 in which the goal comprises  
2               improving customer satisfaction.
- 1           3.    The method of claim 1 in which the features provided  
2               in the interface include access to desktop applications for  
3               creating documents, maintaining databases and spreadsheets,  
4               and managing projects.
- 1           4.    The method of claim 1 in which the features provided  
2               in the interface include access to enterprise customer  
3               relationship databases.
- 1           5.    The method of claim 1 in which the features provided  
2               in the interface include access to filtered lists.
- 1           6.    The method of claim 1 in which the features provided  
2               in the interface include access to collaboration tools.
- 1           7.    The method of claim 1 in which the features provided  
2               in the interface include access to assessment and growth  
3               tools.

1           8.    The method of claim 1 in which the features provided  
2    in the interface include a game environment that enables a  
3    user to conduct a simulated activity associated with managing  
4    a customer relationship.

1           9.    The method of claim 1 in which the features provided  
2    in the interface include authoring tools that guide a user in  
3    writing a story related to managing a customer relationship.

4           10.   The method of claim 1 in which the interface is  
5    arranged to include a displayed area that identifies customers  
6    with which the user of the interface is associated.

1           11.   The method of claim 1 in which the interface is  
2    arranged to include a displayed area that identifies customer  
3    projects with which the user of the interface is associated.

1           12.   The method of claim 1 in which the interface is  
2    arranged to include a displayed area that identifies sources  
3    of filtered information that is relevant to the activities of  
4    the user of the interface.

1           13.   The method of claim 1 in which the interface is  
2    arranged to include a displayed area that enables a user of  
3    the interface to invoke customer management tools that enable  
4    the user to participate in making complex decisions in a  
5    manner that inherently and continually improves his ability to  
6    participate in making subsequent complex decisions.

1           14.   The method of claim 1 in which the interface is  
2    customized for each user to provide the user only with those  
3    tools and information that he is permitted to access and that  
4    are relevant to his work in managing customer relationships.

1 15. A method comprising:

2 generating an overview computer screen for a worker, the  
3 overview screen containing information on one or more  
4 customers associated with the worker and information on one or  
5 more projects associated with the worker;

6 generating a customer computer screen for a customer on  
7 the overview computer screen when the worker requests  
8 information on the customer;

9 generating a project computer screen for a project on the  
10 overview computer screen when the worker requests information  
11 on the project; and

12 filtering the information on the overview, customer, and  
13 project screens based on an access level of the worker.

1 16. article comprising a computer-readable medium which  
2 stores computer-executable instructions, the instructions  
3 causing a computer to:

4 provide workers in an organization with access to a  
5 customer interface environment including data on customers of  
6 the organization and projects related to the customers and to  
7 a game environment providing simulations of real-world  
8 scenarios involving the customers and the projects; and

9 allowing the workers to freely switch between the  
10 customer interface environment and the game environment.

1 17. An article comprising a computer-readable medium  
2 which stores computer-executable instructions, the  
3 instructions causing a computer to:

4 store data on a number of customers associated with an  
5 organization;

6 store data on a number of projects related to the  
7 customers; and

8 automatically provide a worker in the organization with

9 data received from sources internal to and external to the  
10 organization relating to customers and to projects associated  
11 with the worker.

1 18. An electronic game environment comprising:  
2 simulated personas of parties to the game, the personas  
3 being defined in a manner that relates to customer  
4 relationship management,  
5 simulated roles of parties of the game, the roles being  
6 defined in a manner that relates to customer relationship  
7 management,  
8 simulated activities that relate to customer relationship  
9 management, and  
10 simulated levels of play that relate to different levels  
11 of complexity of customer relationship management.

1 19. An electronic story creation environment comprising:  
2 a storyteller facility in which a user can enter elements  
3 of a story, a scenario builder that enables a user to create a  
4 scenario associated with a story,  
5 a what-if scenario builder that enables a user to create  
6 a scenario associated with alternative possible hypotheses,  
7 and  
8 a case create facility that enables a user to format the  
9 story as a case for later use.

1 20. An electronic user interface comprising:  
2 a map that illustrates relationships among members of a  
3 team working on an enterprise management task,  
4 the relationships being illustrated in a manner that  
5 identifies the significance of the role of each member within  
6 the team,  
7 the relationships being illustrated in a manner that

8 identifies the frequency of interaction of the user of the  
9 interface with other members of the team.

1 21. An electronic user interface comprising:  
2 a map that illustrates relationships between a user of  
3 the interface and a set of people who represent mentors of the  
4 user, and  
5 windows that display details about each of the mentors.

1 22. An electronic user interface comprising:  
2 a facility that automatically assembles and displays a  
3 history of communications and activities among members of a  
4 team who are working on an enterprise task, and  
5 a facility to annotate and manipulate the information in  
6 the window to form the history into a case that can be studied  
7 by others who are working on similar tasks.

1 23. An electronic user interface comprising:  
2 a facility that guides a user in creating a story  
3 associated with an enterprise task,  
4 the facility including a graphical display of portions of  
5 a story in accordance with a selected one of a set of  
6 predefined story themes.